



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 5

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403909	10-26-2012	10-30-2012	2	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title						
11 112 333			247446	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-06-2012	M (Broadcast Month, Cycle 1)						N	247446						
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$		
Agency CPE: C : 11 P : 112 E : 333																					
1	10-30-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			9	30		X	X	X	X			5	650	5	3,250.00		
2	11-05-2012	11-06-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			9	30	X	X						2	650	2	1,300.00		
3	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	30		X	X	X	X			10	1,500	10	15,000.00		
4	11-05-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	30	X	X						2	1,500	2	3,000.00		
5	10-30-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	30		X	X	X	X			10	1,500	10	15,000.00		
6	11-05-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	30	X	X						2	1,500	2	3,000.00		
7	11-03-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)			8	30						X	X	4	1,400	4	5,600.00		
MG Group #		Preempted	Rate Reason		MG Description			Duration													
CM 336043		11-03-2012	(7)	1,400	PER SALES MANAGEMENT	2 X 30 @ \$2,800 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996),	8	30							X	2	2,800	2	5,600.00		
		11-03-2012	(7)	1,400	PER SALES MANAGEMENT	1 X 30 @ \$2,800 S 08:00PM - 11:30PM - 11/03/12-11/03/12 (7220)	9	30					X			1	2,800	1	2,800.00		
		11-04-2012	(7)	1,400	PER SALES MANAGEMENT																
		11-04-2012	(7)	1,400	PER SALES MANAGEMENT																
		11-03-2012	(35)	1,400	PER SALES MANAGEMENT																
		11-04-2012	(35)	1,400	PER SALES MANAGEMENT																
Total:		8,400		Preempt Total:																-6	-8,400.00
8	11-03-2012	11-03-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)			9	30					X			2	500	2	1,000.00		
9	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)			9	30							X	1	400	1	400.00		

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 2 of 5

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403909	10-26-2012	10-30-2012	2	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 11 112 333			CMS # 247446	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247446				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 112 E : 333																				
10	11-04-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30							X	1	600	1	600.00
11	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				8	30						X		1	1,000	1	1,000.00
12	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				9	30							X	1	650	1	650.00
13	11-04-2012	11-04-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7				9	30							X	1	500	1	500.00
14	11-04-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				9	30							X	1	500	1	500.00
15	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				7	30		X	X	X	X			5	1,600	5	8,000.00
16	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30		X	X	X	X			5	1,600	5	8,000.00
17	10-30-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				3	30		X	X	X	X			1	2,000	1	2,000.00
18	11-05-2012	11-05-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				7	30	X							1	2,000	1	2,000.00
19	10-30-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	30		X	X	X	X			5	1,700	5	8,500.00
20	10-30-2012	11-02-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				7	30		X	X	X	X			5	1,600	5	8,000.00
21	10-30-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X			5	700	5	3,500.00
22	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		X	X	X	X			5	800	5	4,000.00
1	MG Group #	Preempted	Rate Reason	MG Description					Duration											
	336505	11-02-2012	800 POLITICAL	1 X 30 @ \$800 S 06:00AM - 08:00AM - 11/03/12-11/03/12 (6997)				8	30						X		1	800	1	800.00
	Total:																	800		
Preempt Total:																	-1	-800.00		

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 3 of 5

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403909	10-26-2012	10-30-2012	2	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 11 112 333			CMS # 247446	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247446				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 112 E : 333																			
23	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)			9	30		X	X	X	X			10	2,200	10	22,000.00
24	10-30-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			8	30		X	X	X	X			5	3,400	5	17,000.00
25	11-03-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)			9	30						X	X	2	1,200	2	2,400.00
26	10-30-2012	11-02-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)			8	30		X	X	X	X			5	3,600	5	18,000.00
	MG Group #	Preempted	Rate Reason	MG Description				Duration											
	336190	10-30-2012	3,600 PER SALES MANAGEMENT	1 X 30 @ \$2,800 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996),			8	30							X	1	2,800	1	2,800.00
				1 X 30 @ \$2,800 S 03:30PM - 07:00PM - 11/03/12-11/03/12 (7219)			9	30					X			1	2,800	1	2,800.00
		Total:	3,600													Preempt Total:		-1	-3,600.00
27	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30		X	X	X	X	X	X	6	3,200	6	19,200.00
28	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30	X							1	3,200	1	3,200.00
29	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)			9	30		X	X	X	X			5	1,000	5	5,000.00
30	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME FR9 (7043)			9	30					X			1	4,800	1	4,800.00
31	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)			9	30	X							1	10,000	1	10,000.00
32	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)			9	30							X	1	10,000	1	10,000.00
33	10-30-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			9	30		X	X	X	X			5	650	5	3,250.00
34	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			9	30	X							2	650	2	1,300.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 4 of 5

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 403909	Contract Dt 10-26-2012	Revision Dt 10-30-2012	Rev# 2	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS							Station/Market WPVI - PHILADELPHIA									
Agency Est# 11 112 333			CMS # 247446	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247446						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$		
35	11-03-2012	11-04-2012	Agency CPE: C : 11 P : 112 E : 333				8	30								4	1,400	4	5,600.00			
			08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)																		
	MG Group # 336043	Preempted 11-03-2012 11-04-2012	MG Description Combined MG: Host Line: 7																			
36	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)				9	30								X	1	400	1	400.00	
37	11-04-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)				8	30								X	1	600	1	600.00	
38	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)				8	30								X	1	1,000	1	1,000.00	
39	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				9	30								X	1	650	1	650.00	
40	11-04-2012	11-04-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				9	30								X	1	500	1	500.00	
41	10-30-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				7	30		X	X	X	X					4	1,600	4	6,400.00
42	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				7	30	X									1	1,600	1	1,600.00
43	10-30-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30		X	X	X	X					4	1,600	4	6,400.00
44	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				7	30	X									1	1,600	1	1,600.00
45	10-30-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X					4	700	4	2,800.00
46	11-05-2012	11-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30	X									1	700	1	700.00
47	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		X	X	X	X					4	800	4	3,200.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 5 of 5

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No 403909	Contract Dt 10-26-2012	Revision Dt 10-30-2012	Rev# 2	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 112 333			CMS # 247446	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247446					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 112 E : 333																	
48	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	X							1	800	1	800.00
49	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		X	X	X	X			8	2,200	8	17,600.00
50	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30	X							2	2,200	2	4,400.00
51	10-30-2012	10-30-2012	08:00PM - 09:00PM	PRIME TU8 (7014)				9	30		X						1	10,000	1	10,000.00
52	10-30-2012	10-30-2012	10:00PM - 11:00PM	PRIME TU10 (7016)				8	30		X						1	8,000	1	8,000.00
																Contracted Gross Total:		160	283,200.00	
																Actual Gross Total:		158	285,200.00	
																Agency Commission:			42,780.00	
																Net Total:			242,420.00	
Month/YR			Preempted		Made Good		Contract Total		Adjustments								Actual Total			
Nov 12			16,000.00		14,800.00		283,200.00		2,000.00 DB								285,200.00			
TOTAL			16,000.00		14,800.00		283,200.00		2,000.00 DB								285,200.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood